

**Amendments to the Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1-19. (Canceled)

20. (Currently amended) A product container comprising:

a) an elongated sleeve defining an opening at one end thereof, the opening defined by a peripheral edge, the sleeve including a pair of opposed resilient locking tabs extending from the peripheral edge of the opening for releasably engaging an end cap received within the opening, each locking tab having a width greatly exceeding a height thereof and having at least one pair of parallel edges; and

b) an end cap adapted and configured for reception within the opening of the sleeve, the end cap having an outwardly extending rim and a ledge, a base portion dimensioned and configured to extend into the sleeve and a peripheral wall extending upwardly from the base portion and having an the outwardly extending rim being adapted to abut the peripheral edge of the opening to limit the extent to which the end cap base portion can extend into the sleeve, the ledge having a ledge face, the ledge face being dimensioned and shaped to fit closely within the sleeve, the outwardly extending rim and the ledge together defining at least one channel therebetween, each channel receiving at least one locking tab therein, a given locking tab releasably engaging a given ledge of an end cap to retain the end cap in the sleeve wherein the opposed resilient locking tabs are dimensioned and configured to releasably engage the peripheral

~~wall of the end cap to prevent removal of the end cap from the sleeve.~~

21. (Cancelled)

22. (Currently amended) A product container as recited in Claim 20, wherein the opposed locking tabs are adapted and configured for folding into the sleeve to releasably engage ~~the peripheral wall~~ a given channel of the end cap.

23. (Previously presented) A product container as recited in Claim 20, wherein the sleeve is defined by opposed first and second curved panels.

24. (Previously presented) A product container as recited in Claim 23, wherein the first and second curved panels are connected to one another along lateral edges of the container.

25. (Previously presented) A product container as recited in Claim 24, wherein the first and second curved panels are integrally joined to one another along a first lateral edge of the container.

26. (Previously presented) A product container as recited in Claim 24, wherein the first and second curved panels are affixed to one another along a second lateral edge of the container.

27. (Currently amended) A product container as recited in Claim 20, wherein the ~~base portion of~~ the end cap includes a shaped cavity for accommodating a product displayed within the container.

28. (Currently amended) A product container as recited in Claim 27, wherein the shaped cavity extends ~~upwardly from the base portion of~~ the end cap.

29. (Cancelled)

30. (Previously presented) A product container as recited in Claim 28, wherein the shaped cavity has a generally circular cross-section.

31. (Previously presented) A product container as recited in Claim 20, wherein the sleeve defines a second opening at a second end thereof, the second opening defined by a second peripheral edge, and wherein the sleeve includes a second pair of opposed resilient locking tabs extending from the second peripheral edge of the second opening for releasably engaging a second end cap received within the second opening.

32. (Previously presented) A product container as recited in Claim 31, further comprising a second end cap adapted and configured for reception within the second opening of the sleeve.

33. (Currently amended) A product container as recited in Claim 32, wherein the

second end cap has an outwardly extending rim and a ledge, the outwardly extending rim and the ledge together defining at least one channel therebetween, each channel receiving at least one locking tab therein, the ~~a base portion dimensioned to extend into the sleeve and a peripheral wall extending upwardly from the base portion and having an outwardly extending rim adapted to abut the peripheral edge of the second opening to limit the extent to which the base portion of the second end cap can extend into the sleeve.~~

34. (Currently amended) A product container as recited in Claim 33, wherein the second pair of opposed resilient locking tabs are dimensioned and configured to releasably engage the ~~peripheral wall ledge~~ ledge of the second end cap to ~~prevent removal of~~ retain the second end cap from in the sleeve.

35. (Currently amended) A product container as recited in Claim 34, wherein the ~~base portion of the~~ second end cap includes a shaped cavity for accommodating a product displayed within the container.

36. (Currently amended) A product container as recited in Claim 35, wherein the shaped cavity extends ~~upwardly from the base portion of the~~ second end cap.

37. (Cancelled)

38. (Currently amended) A product container as recited in Claim ~~37~~ 35, wherein the shaped cavity of the second end cap has a generally circular cross-section.

39. (New) A product container as recited in claim 20, wherein a width of a given locking tab is more than twice a height thereof.

40. (New) A product container as recited in claim 23, wherein the first and second curved panels each have a given convex panel curvature, each locking tab having a tab curvature corresponding to the panel curvature associated with a given one of the first and second curved panels.

41. (New) A product container as recited in claim 20, wherein a given locking tab is either trapezoidal or rectangular in shape.

42. (New) A product container as recited in claim 20, wherein a sleeve has at least one sleeve end and at least one sleeve panel, each sleeve panel having a single locking tab associated therewith.

43. (New) A product container comprising:

- a) an elongated sleeve defining an opening at one end thereof, the opening defined by a peripheral edge, the sleeve including a pair of opposed resilient locking tabs extending from the peripheral edge of the opening for releasably engaging an end cap received within the opening, the sleeve including at least one convex sleeve panel, each sleeve panel having an associated panel curvature, each locking tab extending from a given sleeve panel and having a tab curvature corresponding to the panel

curvature; and

b) an end cap adapted and configured for reception within the opening of the sleeve, the end cap having an outwardly extending rim and a ledge, the outwardly extending rim being adapted to abut the peripheral edge of the opening to limit the extent to which the end cap can extend into the sleeve, the ledge having a ledge face, the ledge face being dimensioned and shaped to fit closely within the sleeve, the outwardly extending rim and the ledge together defining at least one channel therebetween, each channel receiving at least one locking tab therein, a given locking tab releasably engaging a given ledge of an end cap to retain the end cap in the sleeve